

Web Video Leadership Forum

February 21, 2007 ● Microsoft Executive Customer Briefing Center

EVENT DESCRIPTION:

The Web Video Leadership Forum will be the center for thought leadership and focused discussion on the examination of internet delivered rich media. The forum will also offer its members a valuable networking opportunity by connecting them with other leaders.

The forum will meet over breakfast and be conducted in a round-table format. The objective of the meeting will be to have a valuable structured interactive discussion between the members of the forum. To maximize the value of your networking experience, prior to the event, every participant will have the opportunity to select three separate round-table discussions with three different groups of professionals throughout the 2 hour breakfast. Additionally we will have a short key note speaker to kick off the event.

FORUM SPEAKERS



Lars Bastholm

Executive Creative Director, NY
AKQA



Tejpaul Bhatia

Founder and CEO
Tej Media Networks



Matt DeLoca

Vice President of Sales
The FeedRoom



Michael Hammer

Senior Account Executive
Turner Broadcasting



Michelle Horowitz

Vice President Strategic Business Development, PR Newswire



Steve Johnson

AP Online Editor
The Associated Press



Jim Kennedy

VP Strategy
The Associated Press



Steve Schwartz

Executive Vice President
The NewsMarket

SPONSORS:

 AP Online Video Network

Tej Media Networks



AGENDA:

8:30—8:35 AM

Introductory Remarks

8:35—9:05 AM

Keynote Presentation: Jim Kennedy, VP Strategy, The Associated Press

9:05—9:35 AM

Individual Round Table Discussion #1 Moderated by Key Thought Leaders

9:35—10:05AM

Individual Round Table Discussion #2 Moderated by Key Thought Leaders

10:05—10:30 AM

Individual Round Table Discussion #3 Moderated by Key Thought Leaders

Discussion Topics:

Kicking & Screaming: Your brand comes face-to-face with online video

Moderator: Lars Bastholm, Executive Creative Director, New York, AKQA

Discussion Topic: Content creation for the multi-platform world

Moderator: Tejpaul Bhatia, Founder & CEO, Tej Media Networks

Discussion Topic: ROI - What does it mean Inside the Web Video Tornado?

Moderator: Matt DeLoca, Vice President of Sales, The FeedRoom

Discussion Topic: Web Video - Mass vs. Niche, UGC vs. CGC (copy written generated content)

Moderator: Michael Hammer, Senior Account Executive, Turner Broadcasting

Discussion Topic: Web Video Meets PR

Moderator: Michelle Horowitz, Vice President Strategic Business Development, PR Newswire

Discussion Topic: AP's video plans

Moderator: Steve Johnson, AP Online Editor, The Associated Press

Discussion Topic: Video Online – opportunity amidst the challenges

Moderator: Steven Schwartz, Executive Vice President, The NewsMarket